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January 1978



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No More "Mickey Mouse"

Officials of the U.S. Labor Department should be given a hearty pat on the back for eliminating more than 1,100 job safety regulations involving outdated, nitpicking and just plain silly rules.

In announcing the changes in the Occupational Safety and Health Administration rules, Labor Secretary Ray Marshall noted that the new regulations will no longer dictate that toilet seats in businesses be of the open-front type and how high fire extinguishers must be hung.

He said that thousands of injuries and illnesses are suffered

by workers each year but "to the best of our knowledge none has been caused by the shape of a toilet seat or because fire extinguishers were two inches too low."

The 62 million workers and 5 million employers who are covered by the much-maligned agency will be delighted to know that it has finally taken steps to eliminate what OSHA head Eula Bingham called "the Mickey Mouse" rules. No doubt they'd all agree it's about time.

Editorials

Tobacco's Ace-In-The-Hole

President Carter gave tobacco farmers a welcome bit of holiday cheer during his pre-Christmas visit to Fayetteville for his nephew's wedding.

In an interview with a local radio station, he pledged his full backing for the tobacco support program, which has been under fire from various quarters in recent months.

"The program will not be abolished while I'm president," he said.

The leaf program may still be in for some rough sledding in Congress, but farmers—and the thousands of others whose livelihoods depend on the tobacco industry—now have Carter's personal pledge to use his political

clout if necessary to keep the program alive.

That pledge could prove to be an invaluable ace-in-the-hole for the program's supporters.

"Modest Measures"

Thomas G. Donnelly, a research associate with the UNC-CH Center for Urban and Regional Studies, says he considers today's most common energy conservation measures "modest," and President Carter's energy proposals "inadequate" to avoid an energy crisis disaster: "We're running down the corridor of the Titanic, asking all the passengers to close their windows so the water won't come in."

Going By The Book

While OSHA is taking steps to revamp its negative image, officials at the Department of Health, Education and Welfare are carrying on in the best traditions of Washington's go-by-the-book-at-any-cost bureaucrats.

The agency has been unyielding in requiring the Iowa village of Rudd to meet requirements of the 1972 Rehabilitation Act in building its public library building. Under the act, the building must have entrance ramps and additional facilities designed to make life easier for those who must use a wheelchair.

HEW officials would argue that they're simply applying the law as it's written, but it seems some bending of the rules is called for in this case since Rudd has a population of only 429—and no one in town uses a wheelchair. Everyone in the community is mobile except one elderly lady who never goes out and the library has offered to deliver books to her.

If the town is compelled to build the extra amenities HEW is demanding, the capital costs may be more than \$10,000, or about three times the library's annual budget.

If the federal agency can find no alternative to this harsh stance, perhaps Congress should revise the law to recognize special problems of rural communities, or provide low-interest loans to finance the extra amenities required by the Rehabilitation Act.

Carolina Country

Read Monthly In More Than 260,000 Homes
Vol. 10 No. 1 January, 1978

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In This Issue . . .

- 7 No Longer For The Rich Or Daring
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- 24 The Switch For Tomorrow
- 25 Energy Audits Offered

COVER—Pilots Tracy Barnes and Nancy McDonald float above Iredell County in a hot air balloon made at The Balloon Works, a manufacturing operation located near Statesville. (See story, Pages 7-9) Barnes, a co-owner of The Balloon Works, has set world altitudes records in both gas and hot air balloons. Nancy, his wife, is also a licensed pilot. Photo by Peter Vizzard.



rural electric Notebook

EMCs FUND SCHOLARSHIP

North Carolina's EMCs have established a scholarship fund at Caldwell Community College, with the money to be used for unrestricted grants to needy students. The fund was established last fall with an initial contribution of almost \$1,000.

The program stemmed from the association between the school and the N.C. Association of Electric Cooperatives in the development of training programs for EMC linemen at the Hudson campus. N.C.AEC Job Training and Safety Coordinator Kyle Roberts served as planning coordinator for the community college in setting up the programs and overseeing installation of equipment at the training field. The school paid the association for his services and N.C.AEC gave the fee to the school for the scholarship fund.

NOW THERE ARE THREE

The Greenville Utilities Commission has announced plans to launch a load management program involving a radio control system to reduce power use during periods of peak demand. The system would turn off water heaters, central air conditioners and heat pumps for short periods when demand is highest. Plans call for 5,000 switches to be installed before June. The development brings to three the number of electric utilities in North Carolina now involved in load management programs.

The first, which was put into operation by Lumbee River EMC, Red Springs, last year, used the same kind of control system as that proposed for Greenville. The state's second load management system is about to be installed at Four County EMC, Burgaw. It will control the appliances through use of a "pulse" signal that's transmitted directly through the power lines. (See story, Page 24, for details.)

JOINT OWNERSHIP DISCUSSED

Officials of ElectricCities and Virginia Electric and Power Co. have begun to discuss the possibility of sharing ownership of power-generating facilities, a new form of partnership that was made constitutional by Tar Heel voters last November.

Representatives of electric cooperatives in North Carolina and Virginia have been negotiating with VEPCO about buying into some of the firm's planned generation facilities for some time.

Joint ownership is considered a means of lowering construction and operating costs and passing on savings to consumers. Until the constitutional amendment on the subject was adopted in November, municipal power systems in North Carolina were not permitted to invest in plants owned jointly by private companies or other organizations. EMCs have faced no such restriction.



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There's been a lot of hot air over Iredell County in recent years.

That's because The Balloon Works, one of the nation's three largest hot air sporting balloon manufacturers, is located there.

Dodds Meddock, a co-owner of the company, says the plant turns out about 100 balloons each year, but he expects that number to increase as much as tenfold within the next three years.

People are discovering the unique experience of ballooning, Meddock says. And it's nothing like the Hollywood version where the heroine's hair blows wildly in the wind during a balloon flight.

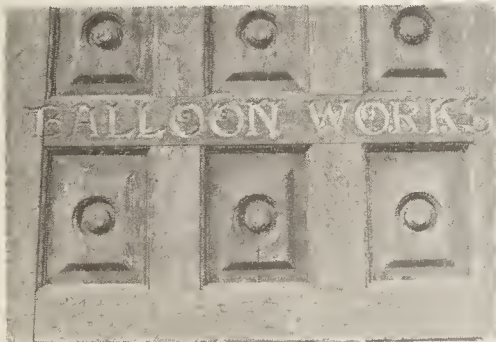
"You have no sense of flying at all. You're very much like a cloud. You have no sense of height, but you feel separated from the earth. It's very much like the earth is moving under you and you're fixed in the air.

"Many balloonists are afraid of heights. After you've convinced someone to go for a flight, it's very common for them to say 'gee, this isn't scary at all.'

(Continued on page 8)



Every balloon is checked by a test pilot certified with the Federal Aviation Administration.



The Balloon Works is located on a farm north of Statesville.

Ballooning

No Longer For The Rich or Daring





Propane gas fuels the burner that heats the air inside the envelope.

A fan, powered by a gasoline engine, blows air into the envelope prior to lift off.



(Continued from page 7)

"It's like magic. It's almost like being on a flying carpet. You can hear car horns, dogs barking, and people talking below."

Another aspect of ballooning that comes as a surprise to the novice is the portability of the balloons, which are also called "aerostats." When the "envelope" — the part that holds the hot air — is not in use, it folds easily into the "carriage." And the carriage is small enough to be stored conveniently in a garage — or even in an apartment.

One owner of a Barnes balloon, Meddock says, lives in a high-rise apartment in Chicago. The balloon is transported in the service elevator between the apartment and the ground floor.

One of the company's famous customers is Malcolm Forbes, said to be one of the 25 richest men in the world. Although prices for the Barnes Sport Balloons produced by the company start at \$4,995, Forbes paid \$25,000 for "Dream of Flight." Meddock says it is the "most expensive and ornate balloon ever built."

Meddock says ballooning was only for the rich or daring until just recently. Expensive lighter-than-air gases, usually hydrogen, were once commonly used to fill the envelopes to provide lift. Today, a propane flame is often used to heat air in the envelope, making it rise, and the gas is relatively inexpensive.

Meanwhile, technological changes have transformed hot air ballooning from a sport only for daredevils to a pursuit for even the fainthearted. Many pilots once carried parachutes on board because they feared a collapsing envelope. Then, during the early 1970s, a valve was perfected that would release hot air for descents only at the command of the pilot.



Carriages are constructed with rattan except for the floor, which is eight-ply Finnish Birch, one-half inch thick.

Photos and Text
by Spencer Carter



Dodds Meddock, inside an envelope before a test flight, goes over a check list.

The three owners of The Balloon Works were all ballooning enthusiasts before they formed the company in 1972 in Charlotte. They moved to the present location north of Statesville in 1973.

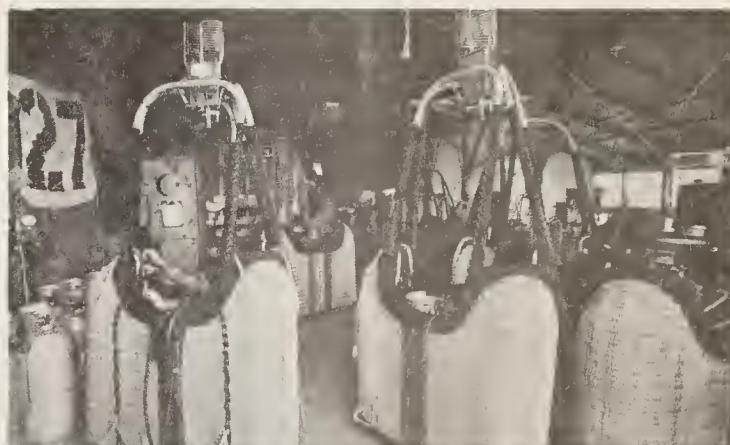
Meddock was a philosophy professor. One of his partners, Tracy Barnes, was an internationally known professional balloonist and designer. The third partner, Karl Stefan, was a designer and launcher of scientific balloons.

Meddock says North Carolina was chosen for the manufacturing plant because of low winds in early mornings and evenings due to a prevailing high pressure system. Balloons and high winds are not compatible.

Also, there is a ready labor pool in the state, experienced in textiles and furniture, skills needed in balloon manufacturing.

Another plus, Meddock says, is all the pretty scenery that looks even better from a balloon — Brushy Mountain ridges, forests, lakes and rivers.

The Carolina countryside offers a beautiful backdrop for going up, up and away.



The facility is certified by the Federal Aviation Administration for the production, repair and maintenance of hot air balloons.



The sewing and cutting area is a part of more than 12,000 square feet of working space at The Balloon Works.



An official of Blue Ridge Electric Membership Corporation cautioned fellow cooperators at the 20th Annual Institute of Cooperatives not to forget the original cooperative principles.

membership; one man, one vote; cash transactions; membership education; political and religious neutrality; no unusual risk assumption; limited interest on stock; goods sold at competitive prices; limited number of shares

Cooperators Reminded Of Original Guiding Principles

Ronald J. Knouse, manager of member and public relations at the Lenoir-based electric cooperative, told the group the first American co-op was established in 1810 in Goshen, Conn., when farmers joined together to market butter.

He cautioned the cooperators not to forget the original cooperative principles: Open

owned; and savings (net margins) distributed according to patronage.

The program also included presentations on the cooperative board's responsibility in financial affairs, cooperative philosophy education in action, and financing the cooperative in terms of philosophy versus reality.

Claude Allen, Jr., president of Central Carolina Farmers, Durham, said co-op members must be continually reminded of the benefits of cooperatives offer.

"Cooperation is a way of living as well as a way of buying and selling," he said.

More than 200 employees and directors of 48 North Carolina cooperatives attended the institute, which was held in Fayetteville, Greensboro, Morganton and Tarboro. Seventeen Electric Membership Corporations were represented by 78 directors and employees at the institute, which focused on cooperative philosophy.

Other organizations represented included farm supply and marketing cooperatives, telephone membership corporations, Production Credit and Federal Land Bank Associations and promotional associations for agricultural products.

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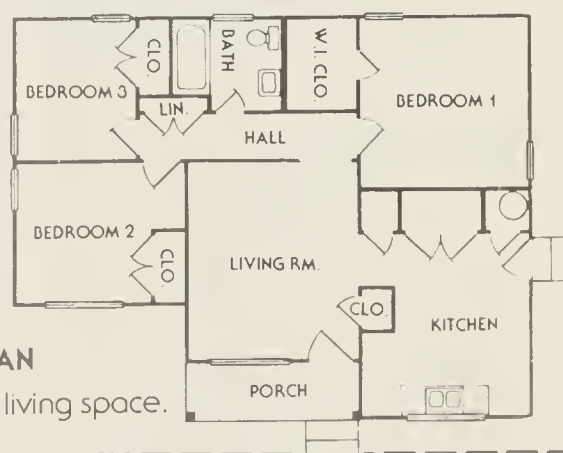
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NCSU Alumni Editor Joins N.C.AEC, Carolina Country

June M. Brotherton, a North Carolina State University graduate who's been editor of the NCSU Alumni Association magazine *the Stater* for the past year, has joined the staff of *Carolina Country* and the North Carolina Association of Electric Cooperatives.

A Lincoln County native who was reared in Charlotte, Ms. Brotherton will serve as a staff writer for the magazine and as editor of the *EMC Employee*, the bi-monthly publication for the 2,000 EMC employees across the state. She'll also coordinate youth activities and women's activities for the association.

She succeeds Margaret S. Howell, who resigned to move to



Wilmington, where her husband is establishing a law practice.

Ms. Brotherton, who has a degree in agriculture from NCSU, spent a year as an editor of agriculture publications in Atlanta prior to taking the NCSU Alumni Association post. In Atlanta, she served as editor of *The Georgia Farmer* and *South Carolina Farmer-Grower*, and as associate editor of *Pecan South*.

At NCSU, she was responsible for preparation of news releases, specialty publications, brochures and audio-visuals, in addition to writing, editing and photography duties associated with the bi-monthly magazine.

She is the daughter of Mr. and Mrs. Ralph S. Brotherton of Rt. 6, Charlotte.



Sexton



Rucker

Sexton Appointed To Succeed Rucker At Edgecombe-Martin

Rudolph Sexton, who has served as administrative assistant and assistant secretary and treasurer of Edgecombe - Martin County Electric Membership Corporation for the past 31 years, has been named general manager of the EMC.

He succeeds G. Leslie Rucker, who retired after 27 years as manager.

Sexton, a Tarboro native, attended N.C. State University during World War II as an engineering student under the Army Specialized Training Program and has studied business administration at Atlantic Christian College.

Prior to joining the EMC in April, 1946, he was assistant cashier at Southern Cotton Oil Co. in Tarboro.

During World War II, he served 26 months in the European Theater of Operations with the 35th Infantry Division, attaining the rank of staff sergeant.

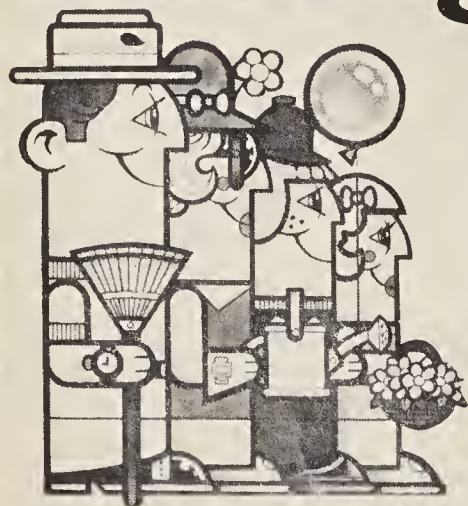
Sexton is a deacon and treasurer of Tarboro's First Baptist Church, and treasurer of the South Roanoke Association Baptist Builders Club. He was elected "Boss of the Year" for 1976-77 by the Tarboro Chapter of the Future Business Leaders of America.

He is a member of the Rural Electric Action Program, the Action Committee for Rural Electrification and the Edgecombe County Farm Bureau. He also serves as vice chairman of the Tarboro Board of Adjustments.

Rucker was the cooperative's second manager, having come to the post in January, 1951, after three years as a field representative with the Rural Electrification Administration. A native of Virginia, he attended the University of Richmond.

He is a former president of the statewide EMC organization.

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Josephine Patterson of Greensboro, a 25-year veteran with the North Carolina Agricultural Extension Service, has been named chairman of the service's 15-county Northeastern District. In the new post, she'll oversee all extension work in the area where she was previously assigned as a district agent. She has served as a district agent for the past 21 years. Mrs. Patterson succeeds J. C. Jones, who resigned to become director of state government's Office of Marine Affairs.



L. P. (Bill) Beverage, manager of Four County Electric Membership Corporation, Burgaw, has been appointed to a blue ribbon national committee to study power supply problems facing the country's rural electric systems. He is one of 15 officials of electric cooperatives across the country serving on the panel, which was formed jointly by the National Rural Electric Cooperative Association and the National Rural Utilities Cooperative Finance Corporation, a lending institution which provides loans for co-op expansion as a supplement to REA loans.

Ruth Watkins, French and social studies teacher at Richmond High School in Rockingham, has been named North Carolina's Teacher of the Year by the N.C. Association of Educators. A veteran of 30 years in the classroom, Mrs. Watkins was selected for the honor from among 15 finalists in the annual competition.

Alma Denise Ricks, daughter of Rev. and Mrs. Dennis Ricks of Graham, has been named the 1978 poultry queen for the North Carolina Poultry Federation. Miss Ricks, an Appalachian State University student, received a \$1,000 scholarship along with the title.

Davis New Manager At Harkers Island

E. Travis Davis, who has been an accountant at Carteret-Craven Electric Membership Corporation, Morehead City, for the past eight years, is the new manager of Harkers Island EMC.

He was appointed to the post to succeed Maxwell Willis, who retired after 38 years with the cooperative.

Davis has an applied science degree from Carteret Technical Institute. A Harkers Island native, he will continue to make his home in Newport.



Willis

He is a member of the Woodmen of the World and the Holly Springs Free Will Baptist Church.

Willis is a Harkers Island native, who was one of the five original incorporators of the EMC. He began working at the co-op as a bookkeeper in 1939, when its lines were first energized. He became manager in 1944.



Davis

Eight 4-H'ers Get National Honors

Eight North Carolina 4-H'ers claimed \$7,800 in scholarships at the 56th National 4-H Congress in Chicago. Each was named a winner in programs arranged by the National 4-H Council and supervised by the Cooperative Extension Service. North Carolina also had a winner in the 4-H alumni recognition program.

Selected for their accomplishments in 4-H programs and activities, leadership development and growth in personal, community and civic responsibilities, 273 winners nationwide shared \$249,600 in educational grants.

North Carolina's national winners, their parents, the amounts of their grants, the programs in which they won and the donors of the awards are:

Kenneth R. Doctor, 18, son of Mr. and Mrs. Richard Doctor of Hamlet, \$1,000, bicycle, Goodyear Tire and Rubber Co.; Elizabeth Spicer, 19, daughter of Mr. and Mrs. William Spicer, Jr. of Kenansville, \$1,000, clothing, Coats & Clark, Inc.; Debbie Dermid, 16, daughter of Mr. and Mrs. Victor O. Dermid of Rt. 9, Monroe, \$1,000, consumer education, Montgomery Ward & Co.; Tammy Griffin, 17, daughter of Mr. and Mrs. James W. Griffin of Marshville, \$1,000, gardening, Ortho Division of Chevron Chemical Co.

Gwen Ledbetter, 16, daughter of Mr. and Mrs. J. M. Ledbetter of Rt. 5, Monroe, \$800, health, Eli Lilly and Co.; David Fincher, 16, son of Mr. and Mrs. John M. Fincher of Rt. 10, Monroe, \$1,000, safety, General Motors Corp.; Randy Killebrew, 18, son of Mrs. and Mrs. Clater P. Killebrew of Rt. 3, Tarboro, \$1,000, electric energy, Westinghouse Electric Corp.; and Sarah Goodnight, 17, daughter of Mr. and Mrs. D. Lee Goodnight of Rt. 3, China Grove, \$1,000, dress review, Simplicity Pattern Co.

In addition, Jimmie McDonnal of Monroe received one of eight 4-H alumni recognition awards presented at the Congress.

Killebrew was the winner of the 1976 State 4-H Electric Demonstration competition, which is sponsored annually by North Carolina's EMCs.

Goodnight's older sister, Shirley, won the national award for achievement at the 1976 National Congress.



Kenneth Doctor
Hamlet



Elizabeth Spicer
Kennansville



Debbie Dermid
Monroe



Tammy Griffin
Marshville



Gwen Ledbetter
Monroe



David Fincher
Monroe



Randy Killebrew
Tarboro



Sarah Goodnight
China Grove

NCSU Endowments Honor Memory Of Infant, 4-H'er

Two 4-H memorial endowments have been established at North Carolina State University by couples who wanted to honor the memory of their late children.

Mr. and Mrs. William L. Ebert of Rt. 14, Lexington, established a fund in memory of their daughter, Frankye Susanne, who was almost 14 months old when she was killed in an auto accident in December, 1975.

Mr. and Mrs. Joseph R. Stott of Rt. 1, Bailey, established an endowment to memorialize their son Garry, who died last fall of leukemia.

The Stott youth, who had earned 4-H honors at county, state and national levels, was scheduled to participate in the National 4-H Congress in Chicago in November as a state project winner. He was a former president of Bullock's 4-H Club.

Family and friends have already contributed \$6,800 toward a goal of \$15,000 for the fund.

The endowment will support a state 4-H project winner annually with a trip to the National 4-H Congress.

The Ebert endowment will be used to sponsor the 4-H child care project including the state winner's trip to the National Congress.

Mrs. Ebert is a former state winner in the 4-H personal appearance project. She was an International Farm Youth Exchange delegate to India in 1966. William Ebert was also a 4-H'er.

Mrs. Ebert is a Davidson County home economics extension agent and her husband is employed by RJR Archer, Inc., Winston-Salem.

Contributions to either of these endowments should be sent to the N.C. 4-H Development Fund, NCSU, Box 5067, Raleigh, 27607.

LOOKING FOR AMERICAN

I am 33 years old, female, divorced, folk classical dancer. I am interested in meeting a single American man over 30. Please write: Miss Kim Jung Ja; P.O. Box 1329; Kwang Haw Moon; Seoul, Korea.

Tar Heels Get Recognition At National FFA Convention

Four vocational agriculture teachers, a state education official and a farm reporter from North Carolina received Honorary American Farmer Degrees at the 50th National Future Farmers of America Convention in Kansas City.

The teachers were S. T. Briggs of Surry Central, R. K. Jernigan of Southern Wayne, John Faulk of West Columbus and J. H. Wells of Southern Nash. Also receiving the degree were W. J. Walls of the State Department of Public Instruction and Ray Wilkinson of WRAL-TV.

In addition, several chapters and individuals received recognition for outstanding achievements in various areas of work:

In the "Building Our American Communities" category—Princeton in Johnston County, Bartlett Yancey in Caswell County and Sun Valley in Union County. National Chapter Awards went to South Lenoir, Cary, North Iredell, Sun Valley and Bartlett Yancey. National Chapter Safety Awards went to Sun Valley and Princeton.

Jeff Rudd of Bartlett Yancey placed third in the National Public Speaking contest and Beth Freshwater of West Carteret was a finalist in the American Royal Queen Contest. Susan Dewar of Cary was Eastern Region winner in ornamental horticulture and Tim Belk of Sun Valley was Eastern Region winner in horse proficiency.

A total of 265 members and advisors represented North Carolina at the national meeting, which featured an address by Gov. Jim Hunt.

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CITY.....

STATE.....ZIP.....

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CC-1/78

Q: What are fuel cells?

A: They are efficient, virtually pollution-free electric generating units.

Q: How do they work?

A: Chemical energy has historically been converted to electrical energy through a sequence of conversions: chemical energy to thermal energy (burning) to mechanical energy (turbine) to electrical energy (generator). The fuel cell is a direct conversion process, converting chemical energy directly into electricity through a process similar to that used by batteries.

concerns, coupled with the energy crisis, brought the fuel cell concept back to earth where researchers showed that commercial fuel cell development would permit utilities to get more power from less fuel.

Q: What makes the fuel cell unique from other generators?

A: For one thing, devices that produce electricity through chemical reactions are more efficient and less polluting than those which involve thermal energy. Thus, fuel cells require less fuel and have little impact on the environment.

at the factory in relatively small units and delivered to the customer less than two years after being ordered. In contrast, it takes a coal-fired power plant about six years to be licensed and built. The modules, in turn, can be combined to make up plants of various sizes.

Q: Where would fuel cells be located?

A: Because of their modular design and environmental features, fuel cells are obvious candidates for locating near the user — thereby reducing transmission and distribution costs.

Q: How large will the first units be?

A: Probably about 27 megawatts — enough electricity for a community of about 10,000 people.

Q: When will fuel cells be available commercially?

A: Possibly within the next five years. A major effort toward this goal was made last year when the U.S. Energy Research and Development Administration, the Electric Power Research Institute, and United Technologies Corp., reached a \$42 million agreement to construct and test the first module of a utility fuel cell power plant.



Fuel Cell Technology

Q: What will these generators use for fuel?

A: The fuel cell power plant will use petroleum or fuels made from coal and convert them into a hydrogen-rich gas that will be converted to electricity. The first fuel cells will use naphtha — a gasoline-like petroleum product. Subsequent fuel cells will use home heating oil and clean fuels from coal.

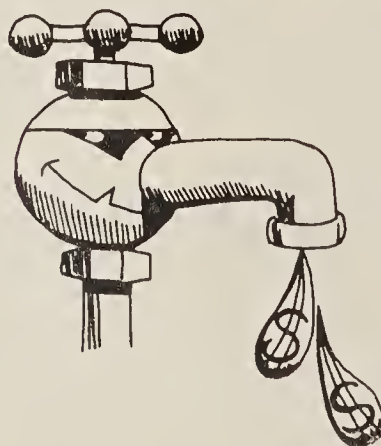
Q: Are fuel cells something new?

A: Not at all. Although relatively unknown to the public, especially as a source of electricity for homes and businesses, the fuel cell concept has been around since Sir William Grove first demonstrated the principle in England in 1839. But it took the space program to get the idea off the ground and put to useful work. Both the Gemini and Apollo spacecrafts were powered by hydrogen-oxygen fuel cells. Environmental

Q: What else makes them special?

A: They are modular. This means they can be manufactured

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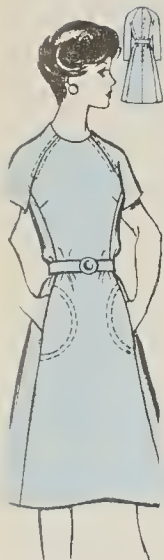
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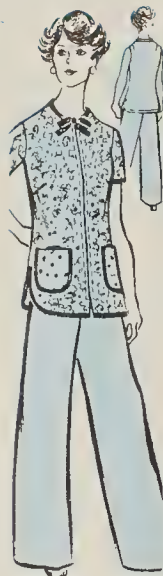
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Send \$1.25 cash (no stamps) for each pattern to: CAROLINA COUNTRY, Box 42, Old Chelsea Station, New York, N.Y. 10011. Add 35¢ for first class mail and special handling. Be sure to include your full address, zip code and pattern size.

Also available: 1978 Needlecraft Catalog, 75¢; Petal Quilts, \$1.50; Thrifty Crafty Flowers, \$1.50. Add 25¢ each for postage and handling.

Country Kitchen

CHICKEN STEW

Tired of cooking? Don't know what to do with leftover chicken or turkey after the holidays? Mrs. Carswell's recipes for Chicken Stew may be the recipe you're looking for as a light dinner possibility. Served by itself with crackers, or with rolls and a salad, this recipe can be the answer when you don't want to serve a heavy evening meal. Perfect for lunch, too!

If you would like to share a recipe with this column, send it to: Country Kitchen, P.O. Box 27306, Raleigh, NC.. 27611. We pay \$5 for published recipes.



COUNTRY KITCHEN RECIPE

Submitted by Mrs. Willeskie Carswell of Morganton, N.C.

CHICKEN STEW

2 c. chopped cooked chicken breast	2 c. whole milk
1 lg. onion	3 c. chicken broth or water
1 t. salt	1 stick margarine
½ t. pepper	1 c. tomato juice or tomato soup

Cook chicken breast until tender, about 20 minutes on medium heat. Cool chicken for 15 minutes. Chop chicken into small cubes. Combine chicken, onion, salt, pepper, margarine and tomato juice or tomato soup in chicken broth. Simmer for 30 minutes. Remove from heat. Let stand for 10 minutes, then add milk. Serve hot with crackers.

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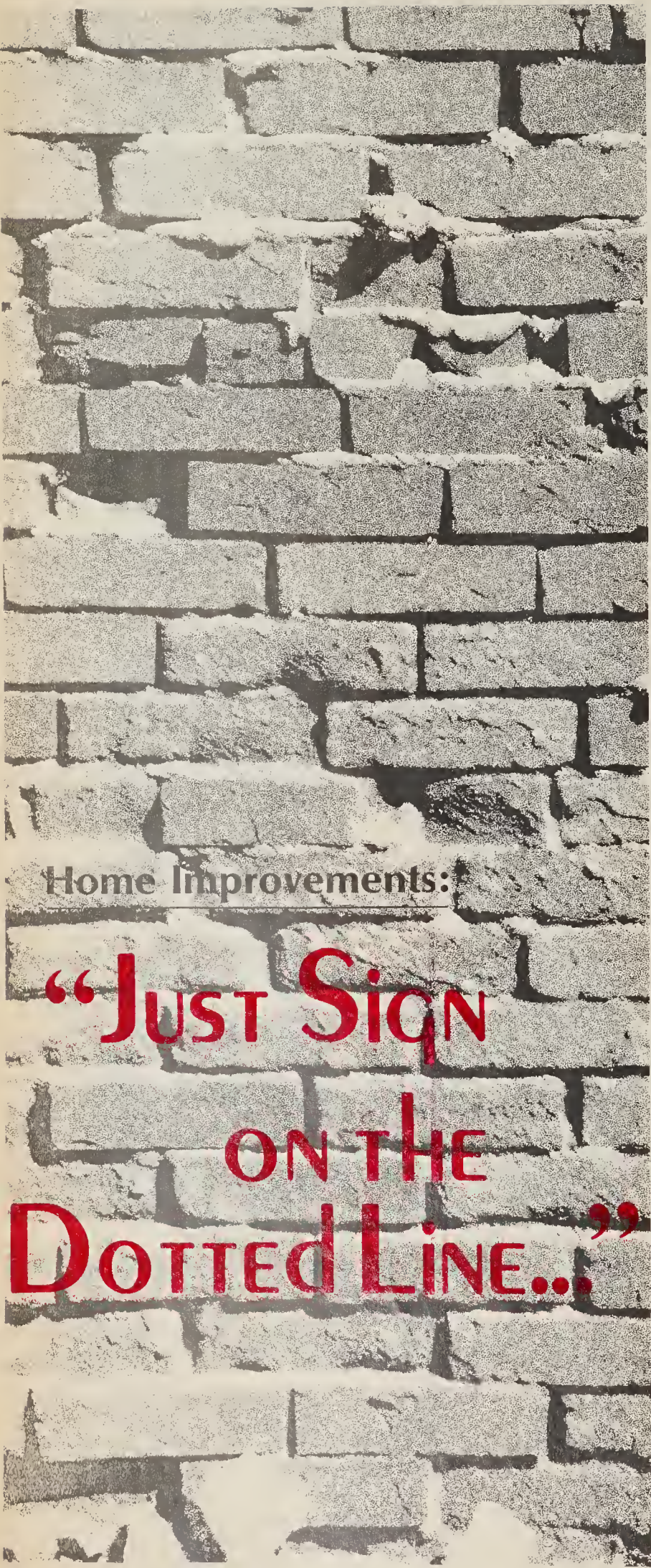
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<input type="checkbox"/> C-714 <input type="checkbox"/> C-526	<input type="checkbox"/> Light Blonde <input type="checkbox"/> Dark Auburn <input type="checkbox"/> Light Frosted
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Home Improvements:

“JUST SIGN
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Whether you're interested in a full-scale home insulation project, or some simple carpentry work on the back porch, you should approach any home repairs involving professional contractors with caution. Otherwise, you could be letting yourself in for an expensive ripoff.

After I get a list of several reputable contractors, what information should I get about their plans to do the job?

Ask a representative of each company to give you a written, itemized estimate of the cost and the length of time the job will take. Request the names, addresses, and phone numbers of several satisfied customers whom you can call for permission to see the quality of the company's work.

Ask the representative if the work is done by the contractor's full-time crew or by subcontractors. Generally, beware of a firm that gives all of its work to subcontractors. Quite often this firm is trying to maximize its profits and will employ inexpensive labor and materials. If you are considering a firm that uses subcontractors, find out if these subcontractors are bonded and insured.

Are there any techniques the con artist might use that will set him apart from a legitimate business person?

Beware of any offer of Home improvement or repair work that:

1. Sounds too good to be true — including the offer to reduce the costs if your home can be used as a “model” for advertising purposes. Sometimes they claim that your home will be used for referral sales and your costs will be reduced if a number of your friends will also purchase this service from the salesperson. If you never purchased this service before, how do you know the “low price” offered is really a bargain anyhow?

2. Offers an “unconditional lifetime moneyback guarantee.” A guarantee is only as good as the company that stands behind it. You must have all the details of guarantee in writing to know what you are really getting. Then find out if the company will be in existence long enough to uphold the guarantee.

3. Promises to be “maintenance free” forever. No product presently available to the consumer can live up to that claim.

4. Requests a single lump-sum payment without itemizing the costs and labor involved in the job. Unless the salesperson takes time to analyze the unique details of completing this task in your unique home, he is either overcharging to cover contingencies or costs will be subject to change in the middle of the work because of the contractor's foolishness.

5. Asks you to sign up immediately, before the offer expires. This plot is used to prevent you from seeking competitive bids and investigating more thoroughly the need for this service. Certainly, under our present inflation, the price can go up if you wait three months to have the work done, but not in three days!

Carolina Homemaker

6. Brags about the company's outstanding credentials. A reputable firm's work will speak for itself, and so will satisfied customers whom you may wish to talk with about the workmanship. Find out how long the company has been in business, its methods of resolving complaints, and investigate its name. If the company claims to be a subsidiary of a nationally respected firm, check your local library's reference section to see if this really is so. (The librarian will help you.)

If I can't trust the door-to-door salespeople who approach me about home improvements, how do I find qualified workers in this field?

First, do not allow any salesperson to talk you into repairs or improvements that you do not need or want — or those you cannot afford.

If you want repairs or remodeling done, seek out a reliable local contractor to do the work. Begin checking for names of legitimate contractors by contacting the nearest chapter of the National Remodelers Association, National Home Improvement Council, or home builders association. You might have a talk with the local building supply dealer. This firm can recommend several contractors who use quality materials and pay their bills on time. A company that is at least financially solvent is more likely to stand behind the quality of its workmanship.

Check the business reputation of all contractors you are considering for the job. Inquire about any unsatisfied complaints filed against the firm at the Chamber of Commerce or Better Business Bureau. Do not be deceived by a lack of registered complaints. The fly-by-night operator who rushes into town, does his damage and then leaves, will not register in the first place with the Chamber of Commerce. The operator will have a file at the Better Business Bureau only if a complaining consumer bothered to submit his arguments in writing, *after* the damage was done.

To double-check, also inquire about the firm's business reputation with the local consumer information groups and the Office of Consumer Protection.

Once I have decided on the contractor, should I sign the contract he offers me?

Read the contract carefully. Ask your lawyer to explain any parts that you do not understand. Check to be sure that:

1. All blanks are properly filled in;
2. All promises that the contractor has made are included;
3. The names of those supplying the contractor with materials or labor are listed in the contract with their addresses. Be sure that they are bonded so you are protected from damages, theft and failure to complete the work;
4. The contractor will obtain all necessary building permit or licenses;
5. The contractor and his workers are covered by

workmen's compensation and public liability insurance;

6. Payment terms are included that are agreeable to the contractor and homeowner.

7. Waivers of lien are included. This means that those supplying labor and materials to your contractor give up their rights to claim part of your property if your contractor fails to pay them.

Once these provisions are written to your satisfaction in the contract, you may sign it to bind the deal.

If I change my mind about a home improvement, can I cancel the contract?

Yes, under the Federal Trade Commission regulation and some state laws, you have a three-day "cooling-off period" during which you may cancel your order if it was made with a door-to-door salesperson for a purchase of \$25 or more, whether you pay cash or use credit.

In addition, if your home is used as security for a credit contract made in your home or a store, you have the right to cancel the contract and recover your down payment if you change your mind. This is provided for under the federal Truth in Lending Law.

How do I go about cancelling the contract?

Every sales contract under these regulations must include a section explaining how to cancel the contract if you choose to do so. The salesperson must inform you in writing of your right to cancel.

You must notify the contractor and financing institution within three working days of signing the contract of your decision to cancel. Preferably, send a registered letter with a return receipt requested. Keep a carbon copy of your written cancellation in case there is any question about the promptness of your notification.

If you are unsure of how to handle this procedure, contact your nearest consumer protection agency for assistance.

If I sign a home-improvement contract which the contractor fails to uphold, where can I go for help?

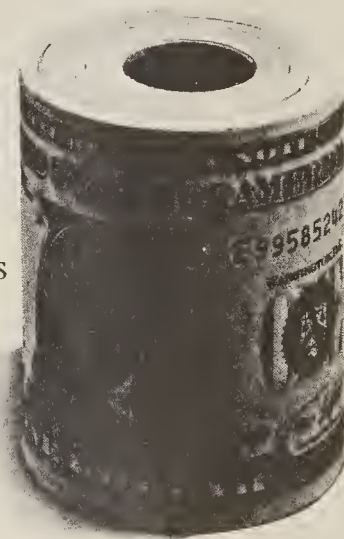
If you cannot resolve this dilemma directly with the contractor, contact your local Better Business Bureau to seek a solution through their arbitration process. This involves airing your case in front of a neutral third party whose decision in your favor can result in your recovery of losses at no additional cost and without legal counsel, if you prefer to handle the case yourself.

Other channels of assistance include the State Office of Consumer Protection (intrastate), Federal Trade Commission (interstate), or the National Home Improvement Council, 11 East 44th Street, New York N.Y. 10017. This and other trade associations provide a code of ethics which members must obey as a form of in-house enforcement of ethical practices. Newspaper action columnists and Nader-organized consumer complaint centers also may be of help.

The last word in agricultural financing... is financing.

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Land Bank Associations can provide capital on a long-term basis for farmers and farm families, while PCA's offer short and intermediate-term capital for these needs. The Columbia Bank for Cooperatives provides capital to meet the needs of farmer cooperatives. Our financing is geared to individual situations with repayment schedules that are based on expected income.

When you need capital, talk to the folks at Farm Credit. We're the agricultural experts who understand the word "financing."

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Financing for
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The Story Of SCS Dams

Two Decades Without A Mishap

Twenty years without a single mishap is a remarkable record, and that's the story of flood prevention dams built by the Soil Conservation Service in North Carolina under Public Law 566, the watershed project law.

In North Carolina, 67 watershed dams have been built across the state since the program began in 1958 and not one has ever suffered major damage despite frequent heavy rains, says State Conservationist Jesse L. Hicks of Raleigh.

"Since this even includes hurricanes that struck coastal areas, we have seen some tremendous rainfall," he added.

After storm damage, including that which struck the mountains of North Carolina and Georgia in November with loss of human life and millions of dollars in damages, SCS employees make a survey of

flood protection dams and other watershed features, including channel work and land treatment. Each time they have found minimal damage.

"Of course, we feel deep sympathy to farmers and others who suffer heavy damage in area unprotected by watershed projects," Jesse Hicks said. "But we're glad that watershed projects are protecting the areas they serve. SCS designs these dams, supervises the contractors who install them, and checks on them after construction. For 20 years, we've had a record we are proud of."

North Carolina also has more than 67,000 farm ponds built with SCS technical assistance. The SCS survey also indicates no major problems on dams built to SCS specifications, despite heavy rainfall and flooding.



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Smithfield
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Statesville
Swan Quarter
Tarboro
Taylorsville
Trenton
Wadesboro
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Weldon
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Williamston
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Franklin
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The "Switch for Tomorrow" is just a few months away for many of the 16,500 members of Four County Electric Membership Corporation, Burgaw.

The "switch" is part of the EMC's load management system which will go into operation in July to reduce the amount of electricity used by members during peak demand periods.

Using low frequency signals carried over existing power lines, the EMC will be able to alter the usage time of electric water heaters and central air conditioners connected to the system through receiver/switches.

A mini-computer, located in the Burgaw headquarters, will monitor the co-op's metering points to determine how much electricity is being used at all times. When the demand for electricity reaches a pre-set peaking level, the mini-computer will send signals to the individual substations where they will be relayed to the receiver/switches connected to the home appliances.

"THE SWITCH FOR TOMORROW"

FOUR COUNTY PROGRAM TO REDUCE PEAK DEMAND FOR POWER

Once the individual receiver/switch recognizes its signals, it will go into operation, cycling off the compressor on the air conditioner for 10 minutes each half hour while the fan continues running to keep the air circulating. Water heaters will be cut off completely until electrical use drops to a non-peaking level.

By altering the operating time of air conditioners and electric water heaters, thereby curbing the peak-period use of electricity, Four County EMC will have more control over the amount of demand charges paid to its wholesale power supplier, Carolina Power and Light Company. In turn, the EMC's consumer-members will receive the benefit of more stable electric rates in the future.

Since the load management system will bring on little reduction in the number of kilowatt hours consumers use, electric bills will remain about the same, according to Morris Skipper, Four County's consumer services manager.

However the participants in the program will see an immediate benefit from their involvement as a result of a decision by the Four County EMC board of directors. The board has authorized a monthly credit

of \$1.25 for each controlled appliance in the participant's home.

Skipper says he believes special load management rates will eventually be established for those who participate in programs of this kind, but it will be well into the future.

During the first year of operation, the system is expected to involve controls on 3,600 electric heaters and 570 central air conditioners. In 1979, plans call for adding units for a total of 7,500 water heaters and 1,300 air conditioners.

At present, demand charges represent almost 60 percent of the cooperative's wholesale power bill, says Skipper. As a result, a reduction in the level of system-wide demand will bring substantial savings on these demand charges.

The receiver/switches are currently being installed on the appliances of members who give signed permission for the installation. There is no charge to the consumer for installation of the switch.

"This load management system is designed to operate without causing any inconvenience to the members," says Skipper.

During the summers of 1976 and 1977, tests were run to see how members would be affected by cycling off air conditioners and water heaters and, Skipper says, there was "no noticeable discomfort to the people in these houses."

To get maximum benefits from a load management system of this kind, the support of all members is needed.

**--Morris Skipper
Four County EMC**

Four County EMC, like the 27 other rural electric cooperatives in North Carolina, owns no generating facilities and must buy its power from the investor-owned power companies at wholesale rates.

Under these rates, demand charges are applied to aid the wholesale power supplier in building generating facilities that are adequate to provide all the electricity its customers demand at any given time—even if the facilities are used to capacity only for short periods of time during the year.

Four County EMC becomes the second electric utility in the state to install a load management system. Lumbee River EMC, Red Springs, had a similar system in operation in 1977.

"We're strongly encouraging members to sign up to participate in the program," says Skipper. "To get maximum benefits from a load management system of this kind, the support of all the members is needed."

Four County EMC serves consumers in Bladen, Duplin, Pender and Sampson Counties.



Available For The Asking

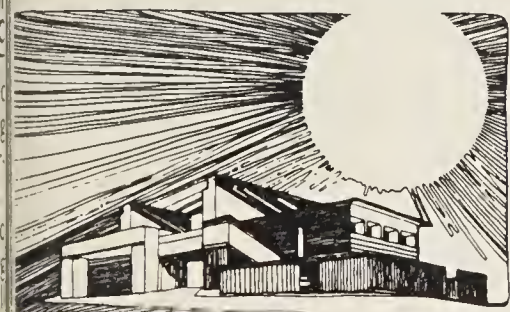
NCSU Energy Audits For Commercial Buildings And Industrial Plants

North Carolina State University is offering free energy audits for industrial plants and commercial buildings.

At the request of owners or managers, engineers with the Industrial Extension Service of the School of Engineering are visiting plants and buildings throughout the state to survey energy usage. Low-cost energy conservation projects are suggested at the time of the surveys and in brief written reports. Follow-up visits are made if necessary.

Education is an important aspect of energy audits.

"A lot of what we try to do is just make people aware of what energy conservation is," says Energy Specialist Gerald Percifield. "Employees have to be trained. We've been 30 or 40 years with cheap energy, and we tend to be freer with using it especially when we don't pay for it ourselves."



Energy Specialist Stuart Lindsey says he and the two other engineers on the auditing team look for improvements that will pay for themselves within three to five years. At times, it is possible to recommend changes that will mean substantial savings immediately, Lindsey says.

On one visit, the team suggested that a thermostat in a fire station be moved from a truck

bay to an office area. The spacious truck bay simply could not be heated with the installed system, Lindsey says. Moving the thermostat out of the bay area cost about \$10 and could save as much as \$2,000 on the building's heating bill this winter.

Another of the program's services is reviewing new building plans for energy efficiency. The

A \$10 investment could save up to \$2,000 on a heating bill.

specialists stress that they are not competing with consulting engineers and will not design buildings for energy efficiency. They will, however, review plans for new structures.

The goal of the program, which is funded by the Federal Energy Administration through the N.C. Energy Conservation Plan, is to save about 33 trillion BTUs of energy by 1980. That figure represents a reduction of about two percent of North Carolina's total energy consumption.

About 30 audits have been completed since Oct. 1 when the first one was begun, and about 40 more are already scheduled.

The specialists say an audit can take from two hours to all day, depending on the size of the building and its current level of energy efficiency. Thus far, municipal buildings, hospitals, banks, and textile, furniture, and electronic plants have been audited for energy savings.

Those companies desiring an energy audit should call the Industrial Extension Service at 919/737-3010.

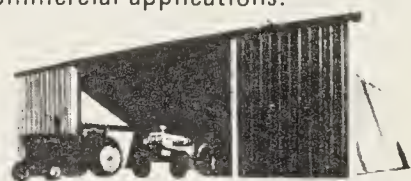
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Bulk Power Costs Boosted For EMCs Served By VEPCO

The cost of bulk power purchased from Virginia Electric and Power Co. went up by about 11 percent in November for the six North Carolina Electric Membership Corporations that are among VEPCO's customers.

The higher rates went into effect Nov. 28, as a result of a ruling by the Federal Energy Regulatory Commission in Washington, boosting the cost of power for the VEPCO-served cooperatives in Virginia and North Carolina by about \$6.7 million a year. The FERC ruling endorsed an agreement between VEPCO and cooperative officials on the new rates.

The agreement, which was prepared as a result of several

weeks negotiations by VEPCO and EMC representatives, reduced the level of the original rate hike proposal from 19.9 percent to 11.3 percent. The higher figure applied to the original rate schedules submitted to federal authorities last June. The agreement was submitted to the commission in September.

The higher rates would have become effective Nov. 28 if the FERC hadn't acted in the case.

The EMCs affected by the new VEPCO rates are: Albemarle, Hertford; Cape Hatteras, Buxton; Edgecombe-Martin County, Tarboro; Halifax, Enfield; Roanoke, Rich Square; and Tideland, Pantego.

Southern Living Show Slated Feb. 25-Mar. 5 At Charlotte Mart

The 18th Annual Southern Living Show is scheduled for Charlotte's Merchandise Mart February 25-March 5, with all booths and exhibits open from 10 a.m. to 9 p.m. weekdays and Saturdays and from noon to 6 p.m. on Sundays.

Features of this year's show will include displays of landscaping ideas, floral exhibits, crafts, home decorating ideas, gardening equipment and recreation materials.

Ample parking will be available at the mart at 50 cents per car and \$1 per but for all-day parking.

Tickets will be \$3 for adults, \$2.50 for those ages 10 to 18 and those over 65. For groups, the tickets may be purchased in lots of 30 or more, at a savings of 50 cents per ticket.

For tickets or other information, write to Southern Living Shows, Inc. 1945 Randolph Road, Charlotte, N.C. 28207 or telephone 704-333-5848.



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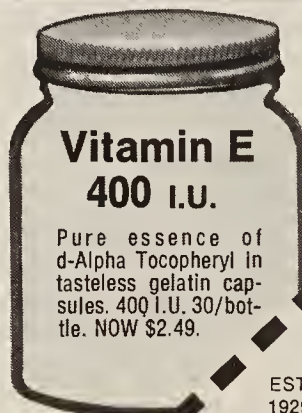
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Gardening Subject Of 1977 Ag Yearbook

Gardening For Food and Fun, the 1977 Yearbook of Agriculture, features articles for both the novice and the experienced gardener.

A total of 84 authors wrote or co-authored chapters for the 432-page volume, which includes four sections: Introduction to Gardening, Home Garden Vegetables, Fruits and Nuts and Home Food Preservation.

The book includes 56 chapters, 74 color photos and 171 black and white photos.

Copies may be ordered from the Superintendent of Documents, U. S. Government Printing Office, Washington, D. C. 20402. Order by stock number 001-000-03679-3. They're priced at \$6.50 each.

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The result: Instead of filling your gas tank each and every week . . . your car's engine now converts ordinary air into piston-driving power . . . explodes it just like a second source of FREE fuel . . . and saves you up to 350 gallons of gas, (over \$200 worth), each and every year!



by Col. Gordon Cooper, Astronaut, Engineer, Research Advisor

Brace yourself, Mr. Car-owner! Get set — for this incredible release — this "bombshell" announcement every automobile driver has been waiting for. News of a fantastic new era in automotive history. An era of mileage miracles where you can take even a 10-year old car and blaze across 6 states of the union on a single tank of gas — drive from New York to Chicago on less than 2 tankfuls — actually squeeze out "impossible" mileage figures of as much as 31, 35, even 47% more miles a gallon . . . as reported by actual "in-traffic" usage runs.

Yes, save up to 30 gallons of gas each month, up to 350 gallons of gas each year, save up to \$200 OR MORE on yearly fuel bills — step up gasoline mileage by as much as 5, 6, even 7 MORE MILES PER GALLON. All by simply converting ordinary air into a second source of high-powered energy . . . with just a simple, 60-second change that even a schoolboy can do!

I'VE ACTUALLY SEEN A CAR WITH OVER 200,000 MILES BOOST GASOLINE MILEAGE BY 7 MORE MILES PER GALLON — WITH JUST THIS ONE 60-SECOND CHANGE!

Yes, from this day on you are going to do to your car what automotive experts now do to their cars. You are going to do to your car what California university researchers have proven time and time again. You are going to take ordinary air — the very same air you breathe — air that costs you absolutely nothing — and you are going to convert that air into a source of piston-driving power for your car . . . get such staggering boosts in mileage, horsepower and performance, you may only have to: **FILL YOUR GAS TANK AS LITTLE AS ONCE A MONTH!** Here's how:

STOP RUNNING YOUR CAR ON 12¢ EXPLOSIONS!

Right now your car runs on a very simple principle. You step on the gas-pedal and pump an air-gas mixture from your carburetor into your cylinders. There, a spark explodes it. This air-gas explosion is the lifeblood of your car. Only there's one trouble. Even though you invest as much as 65¢ to 70¢ for each gallon of gas . . . all you get in return is as little as a puny 12¢ explosion . . . a mere 12¢ worth of usable power. Because most of that air-gas mixture never fully explodes . . . in fact, never even warms up.

And if you want to prove this to yourself, simply take a wad of cotton, hold it next to your exhaust pipe and idle your engine. What happens to that cotton in the next 2 minutes will absolutely shock you. Because in less than 2 minutes that cotton ball will be damp and clammy from wasted, unused gas. Why this incredible waste?

LOOK HOW EASY IT IS!

All you do is simply slip the TURBO-OYNE ENERGY CHAMBER onto the line leading from your engine to your carburetor and simply screw into place. (As simple as screwing in a lightbulb). Why it's so easy and so quick that even a schoolboy can do it. In fact, even if you never lifted the hood of your car before it takes but 60 seconds to install. (Naturally, easy 1 — 2 — 3 step-by-step instructions accompany each unit). And since it is a precision instrument, there are no special adjustments for you to make. They've already been made for you at the factory. Total time to install — 60 seconds. Total savings on gas: up to \$200 a year.

SPECIAL NOTE: The "TURBO-OYNE ENERGY CHAMBER" — is not for use on fuel injected, diesel or super-charged cars (such as Mercedes, Volvo and Maserrati racing car).



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Because as any automotive engineer will tell you, your carburetor, (which was invented in 1901 and hasn't been improved since then), is nothing more than an old-fashioned pump without a mind, without a brain. It cannot think. It cannot regulate itself to varying driving speeds. It only knows one thing. Blindly pump — pump — pump a steady flow of gas all the time . . . BUT WITHOUT EVER ADJUSTING THE RIGHT AMOUNT OF AIR. Which means, every time you step on that gas-pedal . . . be it at idle or 70 miles per hour . . . your "midget-mind" carburetor pumps and force-feeds your engine with up to 4 TIMES AS MUCH GASOLINE AS IT ACTUALLY NEEDS . . . BUT STARVES YOUR ENGINE OF THE OXYGEN-RICH AIR so vital to explode all that gasoline. The result of this "over-drowning" with too much gas and too little air? A difference of as much as 2 GALLONS OF GAS EVERY 60 MINUTES YOU DRIVE! (or in plain dollars and cents a difference of as much as \$1.50 a day — \$10.00 a week — \$300.00 to \$500.00 a year).

BUT WHAT A DIFFERENT STORY IF SOMEHOW YOUR ENGINE COULD THINK!

In other words, right now there is simply no way for your present "no-brain" engine to effectively meter the right amount of air coming into your engine . . . and convert the oxygen in that air into a super-blazing source of extra power . . . by effectively exploding all the fuel fed into your cylinders (the same way jet airliners are now economy-designed to scoop in air with their giant suction-fan engines).

BUT NOW — YOU GET SO MANY FREE, EXTRA MILES YOU CAN ACTUALLY SAVE UP TO 2 GALLONS OF GAS EVERY HOUR YOU DRIVE!

But suppose that automotive experts told you that NOW, without changing a single part in your engine . . . by simply adding one simple attachment to your car . . . the very same wonder-invention that has been tested in Governmental research labs . . . you could add a "brain" to your engine . . . a mechanical genius that would automatically feed to your engine the right amount of air. Even more significant, suppose these same automotive experts showed you laboratory PROOF . . . PROOF that has been filed with both State and Federal Government agencies of how this wondrous new invention actually helps CONVERT THE OXYGEN IN THAT AIR INTO RAW, BLAZING POWER PLUS FREE EXTRA MILES PER GALLON mile after mile! Why, do you realize what this breakthrough development means?

NOW! FINALLY POSSIBLE! UP TO ALMOST TWICE THE MILEAGE ON NOT A SINGLE EXTRA DROP OF GAS!

It means that from this day on you can actually take ordinary air . . . and convert it to a second source of power for your car. Yes, gallons and gallons of air suddenly turned into thousands of miles of FREE driving power. Air that costs you absolutely nothing, automatically converted into SUPER BLAZING HORSEPOWER day in, day out for the life of your car!

Why now you'll save up to \$18 a month on your gas bills. Now you'll drive for hundreds of miles at a time and swear to yourself the needle on your gas gauge must be stuck . . . and you'll get more power, more smooth and quiet performance than ever before thanks to this air-to-energy discovery!

NOW! CONVERT AIR INTO ENERGY — GET FOREIGN CAR ECONOMY — EVEN FROM BIG LUXURY SEDANS — MORE MILES PER GALLON THAN YOU EVER DREAMED POSSIBLE!

The name of this breakthrough development that finally makes it possible for you to effectively convert air into energy is the "TURBO-OYNE ENERGY CHAMBER". It is the very same "air-converter" that has been tested and proven in leading university labs. Tested and proven by fleet owners, industrial giants, consumers and heads of transportation departments where it racked up incredible mileage savings of as much as 40% more miles per gallon!

So, if you are sick and tired of wasting hundreds of gallons of gasoline each year . . . if you would like to stop this ridiculous dollar-drain ONCE AND FOR ALL by simply harnessing the power in ordinary air and saving hundreds of dollars doing it . . . then take advantage of this exciting no-risk trial offer:

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REMEMBER — YOU PROVE IT YOURSELF ENTIRELY AT OUR RISK!

Yes, you must save up to \$18 worth of gas each and every month — save up to \$200 in fuel each year — you must get at least up to 7 MORE MILES PER GALLON — or your money refunded in full (except for postage and handling, of course).

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☐ 1 TURBO-OYNE ENERGY CHAMBER — Only \$12.95 plus 75¢ for postage and handling.

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Div of American Consumer, Inc.

Southern Farm Show Slated For Feb. 2-4 At State Fairgrounds

The first edition of the Southern Farm Show will be held at the N.C. State Fairgrounds in Raleigh, Feb. 2-4, featuring a variety of farm machinery exhibits, workshops, livestock shows and live entertainment.

The workshops will include farm finance and management clinics sponsored by Farm Credit Banks of Columbia, S.C., and a series of indoor mini-clinics on farm equipment maintenance, irrigation, chemical application and forestry farming and management.

The livestock shows and sales will include a show by the N.C. Holstein Association in the Kelley Building on Feb. 2, followed the next day by a Breeders Pride Show and Sale by the N.C. Angus Association.

Also on Feb. 2, the N.C. Cattleman's Association will sponsor a barbecue supper with live country music entertainment from 5 to 7:30 p.m.

On Feb. 3, country and western entertainer Marty Robbins will perform at Dorton Arena at 7:30 p.m. Farm Show ticket holders will receive a \$1 discount on admission to the Marty Robbins concert.

N.C. Agriculture Commissioner Jim Graham said the show will be of "tremendous benefit to farmers in the agri-business community in North Carolina, South Carolina and Virginia."

He added: "The Southern Farm Show is a step in building the team effort needed to continue providing man's most basic need — food and fiber — at a just profit to producers."

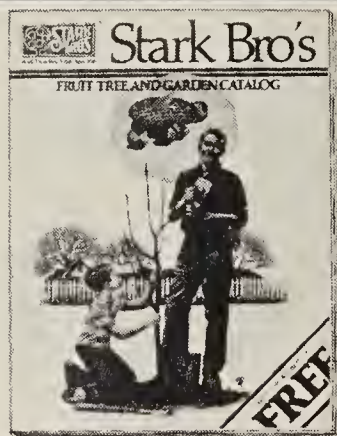
Admission is by complimentary ticket available through exhibitors, farm groups and agribusiness associates, extension agents, farm equipment dealers, EMC offices and from the show's management: Southern Farm Show, 1945 Randolph Road, Charlotte, North Carolina 28207.



February 2-3-4, 1978
N.C. State Fair Grounds
Raleigh, North Carolina

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Mailbox



The following letter came in recently from one of our readers, accompanied by an advertisement torn from the December issue of Carolina Country. We have withheld the writer's name at his request.

I do not believe that advertisements of this sort are in the best interest of your customers. You are, in a sense, recommending this product by its inclusion in your magazine.

We're sorry you feel as you do about the ad in question. It is for a product sold by a reputable mail-order firm which has been advertising in Carolina Country and many national magazines for some time.

The ad's claims could well be somewhat exaggerated, but we believe most of our readers are intelligent enough to realize that ads—in whatever medium—often use puffery to sell a product or service. Thus far, we have had no reason to believe this particular ad uses such puffery to excess. If we had, it would not have been accepted for publication.

All ads submitted are carefully screened in advance so our readers are not subjected to appeals from ripoff artists or claims for products which are blatantly misleading or false. Some are rejected after this scrutiny. Those which are accepted are published without endorsement by the magazine or its publishing organization.

In the event a reader reports a problem with one of the products or services advertised in the magazine, we make an effort to see that the difficulty is cleared up to the reader's satisfaction. If that cannot be accomplished through our contacts with the advertiser, the matter is referred to the Consumer Protection Division of the State Attorney General's Office, and/or appropriate federal regulatory agencies.

I was reading what the younger boys and girls think about the metric system (Youth Forum, November issue). No one asked me to put in my two cents worth, but I would like to say a few words.

I have worked and traveled forty six states, thirty seven countries and a basketful of islands for a period of thirty one years. I had to use the metric system in plenty of my work. I think we should use the system. But my measuring tape had feet on one side and meters on the other.

Teach it in the schools, go into it gradually. You can't teach an old dog new tricks. Don't leave us old fogies out in the cold to be cheated.

J. Doyle Vance
Rt. 2, Stokesdale

The North Carolina Senior Citizens Association, Inc., a non-profit, non-partisan, and non-governmental funded organization, is dedicated to helping senior citizens of North Carolina achieve independence, dignity and purpose.

Membership in this newly chartered organization will be offered to North Carolina citizens age 60 and over. One of the services available is a senior citizens newsletter.

We are in the process of publishing the NCSCA newsletter and would like permission to reprint the article entitled "The Old Home Place" by Jewel Elmore which appeared in the July 1977 issue of Carolina Country.

We would appreciate your help in this matter.

Ben C. Sutton,
NCSCA Executive Director
Fayetteville

We are happy to grant permission for "The Old Home Place" to be reprinted in your organization's publication.

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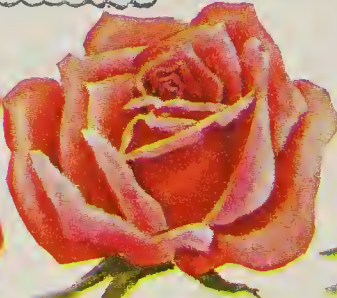
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